

EXHIBIT 57

REDACTED

LEGALLY PRIVILEGED AND CONFIDENTIAL

DRS commercialization plan - April 2016

[REDACTED]

[REDACTED]
[REDACTED]

[REDACTED]. To launch this we need to disclose more auction details in the help center. To facilitate this change, we are doing a commercialization where publishers can opt out of DRS.

Launch plan overview

Eng work

The Switch

The Dashboard

Recollection mechanism and observations by buyers

Legal: Disclosures, Help Center and UI

Comms plan

Sales

gTech <<to be finalized >>

Buy side

Timeline

Open questions

References

Launch plan overview

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]

Eng work

The Switch

Requirements

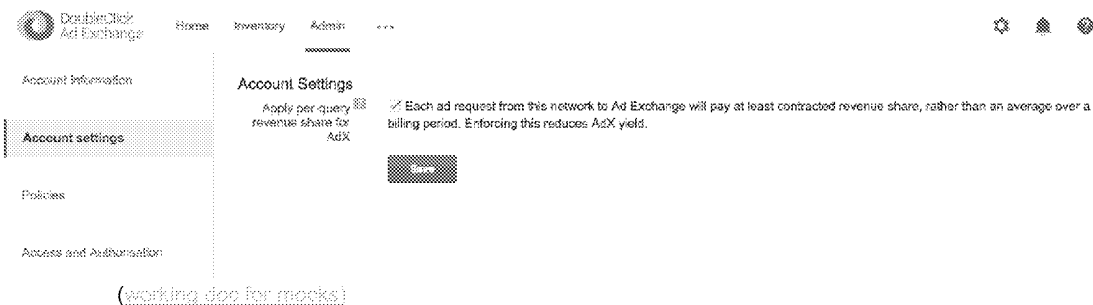
- The Switch is publisher visible, can be turned on/off by AdX users who have admin access at any time
- Controls *all* versions of DRS (v1,v2, future versions)
- Three pieces of text needed for switch
 - 1) Name, 2) description text and 3) tooltip (see suggested text below)
 - Text should make implications of turning switch on/off clear and encourages adoption (turning it on)
 - Text needs to be approved by legal before appearing in UI
- Needs to work for both DFP+AdX **and AdX only pubs**
 - Needs to be forward compatible with unification
- **The switch is off (box unchecked, meaning DRS is active) by default for new networks** (it can be turned on during initial network configuration for new networks if needed). The switch will also be off (unchecked) by default during the commercialization opt-out period where it does nothing.

Switch Implementation notes / proposal

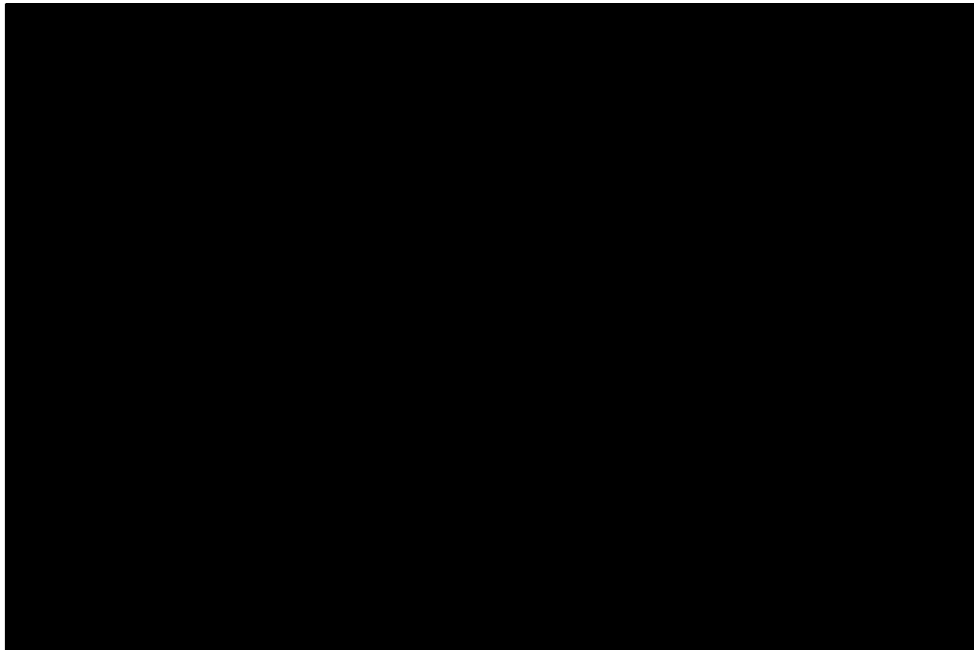
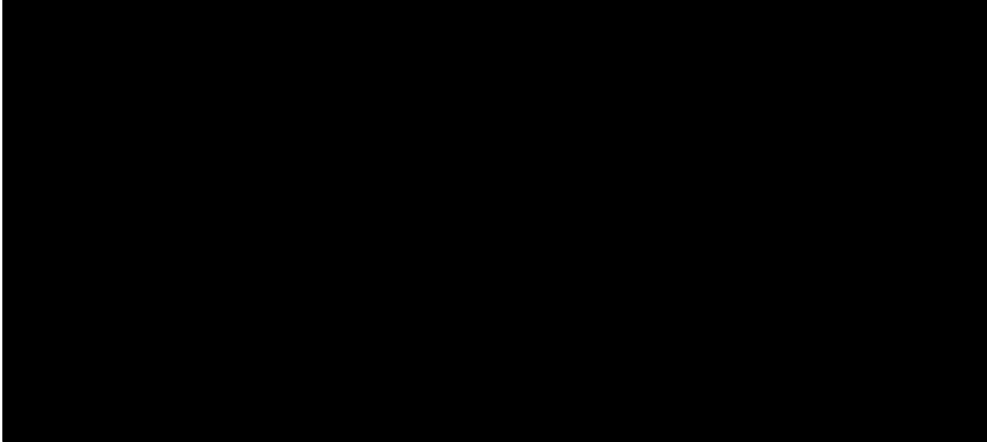
Create a new checkbox in:

- *AdX seller UI >> Admin tab*

Within the Admin tab, we have several options: the switch can either be in “*Account Information*” or in a new folder called “***Account settings (DECISION)***”:



ALREADY IMPLEMENTED (June 14th, 2016):



Legal: Disclosures, Help Center and UI

Redacted - Privilege

Legal requirements:

Redacted - Privilege

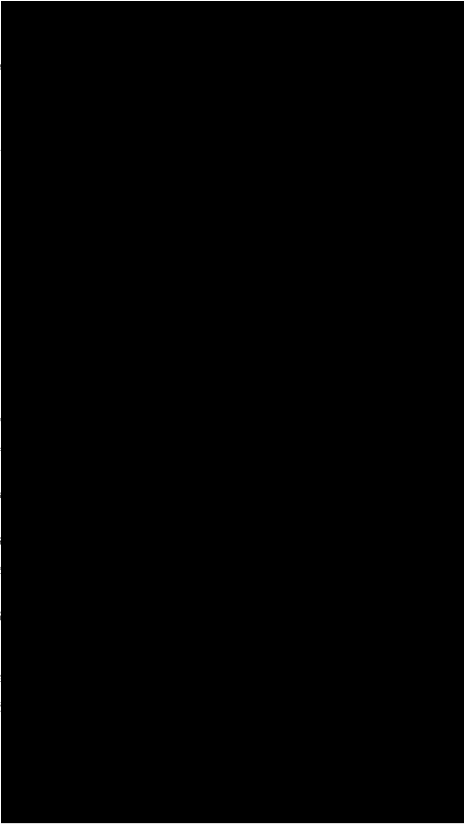
FINAL (May 27th, do not change)



Comms plan

The goal of the commercialization process is to make DRS v2 available to as many publishers as possible without a negative perception of the optimization and the associated HC changes.

Key points of plan:

- We're putting a switch in the UI
 - We'll tell all customers about it with a message based on interpretation of contract rev share: "your contract says revenue share is an average over billing period. This allows
- 

us to do new optimizations. We realize not everyone might prefer this, so we are providing you with an opt out control."

- After an opt out period, the DRS v2 takes effect for those who didn't turn it off
- We provide internal reports on lift, by pub. AM teams can share lift numbers with customer
- We do not include "margin optimizations" in marketing or any blog posts

Sales

1) Create comms doc, goal of keeping message about how DRS works as simple as possible.

We may increase or decrease revenue share per query to increase payout overall. We keep your revenue share to your contracted share or more over a billing period.

2) Announce plan at Indirect comms meeting

2a) regional trainings by PSI

3a) Once switch (customer visible) and [REDACTED] are available, start **3 week** opt-out period

- [REDACTED]

3b) Update Help Center ([changes here](#))

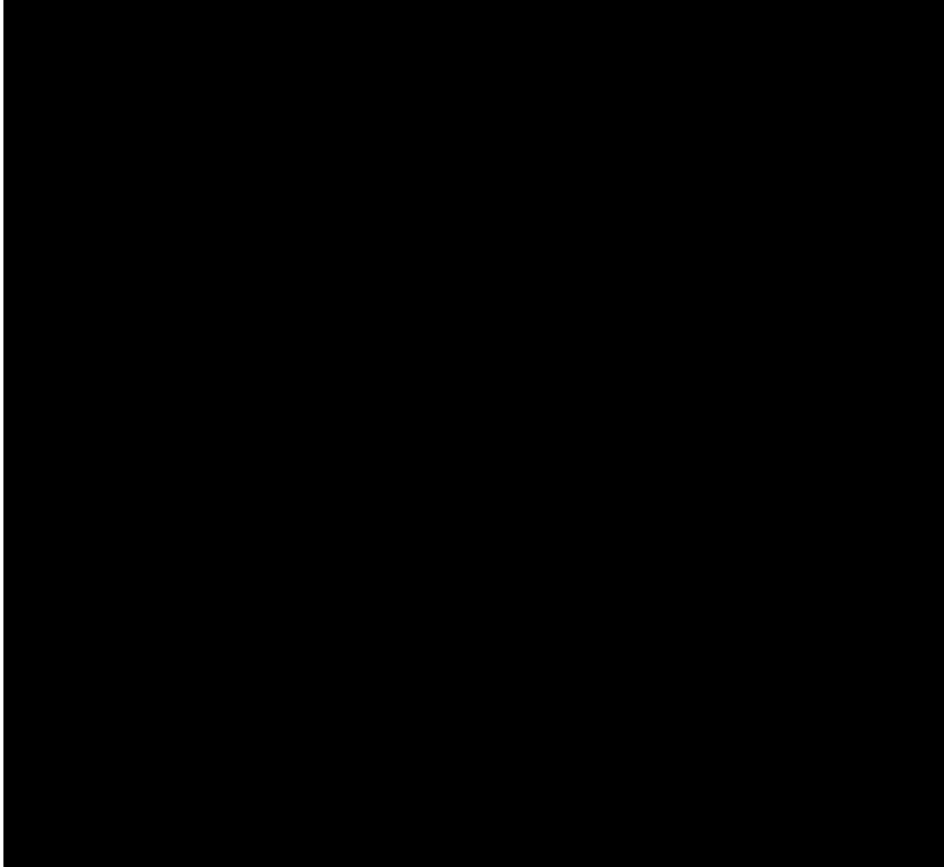
3c) Included in release notes, UI butter bar, AMs reach out at their discretion

4) At end of 3 weeks, another reminder to clients, switch takes effect after 3 weeks have passed

Sales concerns

- [REDACTED]
- Need FAQ
- Where is v1 off vs v2 on tradeoff?

gTech <<to be finalized >>



Buy side

Message around DRS being good for buyers, discount on queries they would not have won

Reducing Google's margin on an auction means more surplus split between buyers and sellers. The reduction does not necessarily apply to every buyer in every auction, but it is dynamically adjusted by Google to maximize publisher revenue. Google may temporarily decrease or remove discounts for buyers if this increases publisher revenue.

Timeline (see [go/drs-v2-comms](#) for latest)

May 31st: eng work done (switch + dashboard)

June 9th: start of period where switch is visible but does nothing

July 1st: DRS v2 starts working for pubs who left switch on

Open questions



References

- [Decision deck](#)
- [HC draft](#) for DRS v2 launch